

# **Solving Label Challenges:** 7 Case Studies on Budget, Branding and More

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# SOLVING LABEL CHALLENGES

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In this packet, we've compiled just a few case studies from the thousands of projects we've completed for brands coast to coast. You'll see solutions that save money, reduce lead times and minimize complexities while seamlessly integrating your branding into your label. We show you the label challenges we take on, some solutions we provide and the results we deliver. Take a look at our best work. If you like what you see, let us know what label challenges we can solve for you.





# TURNING A UNIQUE DESIGN INTO A SUCCESSFUL PROMOTION

## Turning a unique design into a successful promotion

One of our clients is a renowned project management and procurement firm specializing in marketing campaigns. Their focus on passion and people makes them a worldwide leader in managing timelines, budgets and vendor coordination for promotional marketing projects. When managing a project for an internationally known hair care product brand, they turned to Resource Label Group to provide crucial label solutions for a unique on-label coupon.

### The challenge

For decades, brands have used coupons to promote products and drive sales. In recent years, many have turned to Instant Redeemable Coupons (IRCs), which come attached to products and can be redeemed in-store. In 2014, IRCs accounted for 21 percent of all coupon redemptions. Our client, managing a promotional campaign, decided to design an IRC label. But the hair care product was small and had limited space for branding. To solve the problem, our client designed a label with a removable, baseboard IRC adhered to the side of the product. The challenge was printing the label so the IRC would protrude to the side and not cover up product branding. Though other label manufacturers couldn't print this unique IRC label, we made the design a reality.

### Finding a solution and delivering results

Our consultative label team took the unconventional design and found the printing solutions to create it. Using custom printing setups on our state-of-the-art presses, we quickly and cost-effectively printed the labels. As a **Wal-Mart approved vendor**<sup>1</sup>, we provided a unique value to this project. They launched the hair care product promotion in Wal-Mart retail stores. With the unique, attention-grabbing IRC label, they were able to help their client stand out on store shelves and drive sales.

<sup>1</sup> <http://www.resourcelabel.com/certifications-quality-control>

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## **SAVING MONEY BY DESIGN**

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## Saving money by design

One of the most trusted lawn and garden product manufacturers came to us for help with their labels. They produce a whole line of pesticides and plant foods to protect yards and gardens. With customers ranging from homeowners to trade professionals and master gardeners, our client takes pride in providing not just pesticides, but also reliability and peace of mind. Given their high quality standards and the trust they cultivate, they place a truly unique label on many of their products. But the costs can get prohibitive.

### The challenge

The client's brand had gained market-wide popularity and trust as a line of quality, reliable pesticides. With an embossed, metallic appearance and a unique shape, their product labels made a strong first impression on customers. Our client's previous label supplier insisted on using a proprietary solution to create the label, resulting in high costs. So this leading lawn and garden manufacturer turned to us to help them achieve a similar appearance with a less costly label.

### Finding a solution and delivering results

Pulling from our extensive library of label die cuts and custom printing capabilities, we designed and printed a label that preserved the impact of the on-product branding. Because we could deliver the labels without a proprietary solution, we saved our client a considerable sum of money on each print run. Our team's expertise in label manufacturing, combined with our nearly unlimited printing capabilities allowed us to provide our client with a lasting solution.



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## **CUTTING LABEL COSTS BY \$100,000**

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## Cutting label costs by \$100,000

Our client is a trusted manufacturer of automotive refrigerant. Many automotive products have extensive regulatory requirements and detailed product-use instructions due to the involvement of hazardous materials.

### The challenge

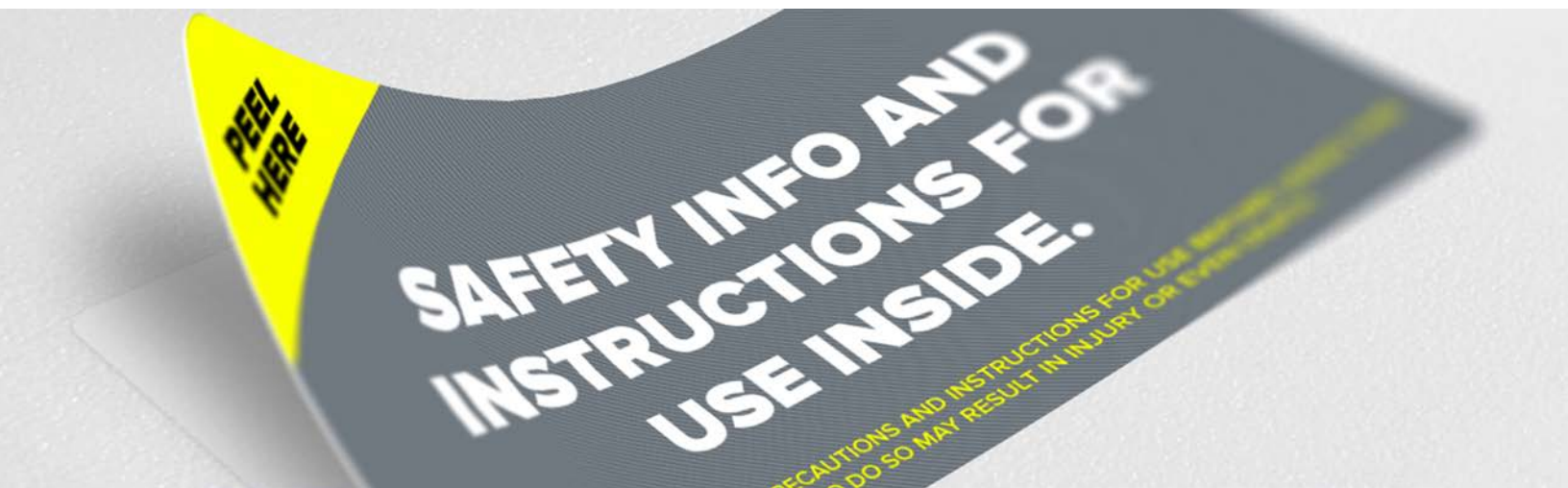
Printing product labels with detailed, on-package instructions can carry prohibitively high costs. Before coming to Resource Label Group, this automotive manufacturer was paying \$500,000 a year for the labels they needed. They tasked us with finding a less expensive way to place all pertinent information on their product packaging.

### Finding a solution and delivering results

Our experienced team produced a solution that cut costs by \$100,000 a year — a savings of 20 percent for our client. We created a [booklet label](http://www.resourcelabel.com/extended-content-labels/booklet-labels/)<sup>2</sup> — a type of [extended content label](http://www.resourcelabel.com/extended-content-labels/)<sup>3</sup>. The booklet attaches seamlessly to the product and communicates all relevant product-use information. At Resource Label Group, we've helped brands in many industries reduce costs through label redesign and innovative print processes. We can do the same for you.

<sup>2</sup> : <http://www.resourcelabel.com/extended-content-labels/booklet-labels/>

<sup>3</sup> : <http://www.resourcelabel.com/extended-content-labels/>





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## DESIGNING A COMPLIANT, EYE-CATCHING LABEL

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## Designing a compliant, eye-catching label

An innovative producer serving the agricultural, industrial and consumer markets with customized products and solutions came to Resource Label Group for a unique label. They were preparing to launch an innovative, specialty syringe used by exterminators. But they needed the right label that would support the functionality of the syringe.

### The challenge

Our client produced an extermination product that came in a functional syringe. The syringe used ounce markings to help exterminators measure the correct dosing. The challenge? The syringe was subject to rigorous FDA regulations. It's the kind of product that must come with extensive information, warnings and product-use guidelines. Typically, brands print a separate information packet and place their syringes in a box with it, adding extensive costs to the label. To reduce costs, our client sought to eliminate the extra printout, opting to place all product information on the syringe itself. But to maintain the syringe's functionality, the ounce marks still had to remain visible so exterminators could use proper dosing. This was a major challenge to say the least, one that a previous label manufacturer could not solve.



## Finding a solution and delivering results

At Resource Label Group, our experienced team has produced many extended content labels to solve on-package space problems. So our team was ready for the challenge when the syringe label called for a one-of-a-kind solution. We designed and printed a unique label wrap that used carefully designed clear windows to let customers see the syringe ounce markings. The wrap provided enough space to include all regulatory and product-use information while maintaining the product's core functionality. No second printout required. Our solution significantly reduced printing costs for our client. Bring us your toughest label challenges, and we'll solve them for you too.



# **DESIGNING A SEAMLESSLY INTEGRATED IRC LABEL**

## Designing a seamlessly integrated IRC label

One of our best repeat clients is an advisory firm specializing in project management and procurement for marketing campaigns. When managing a promotion for a well-known personal care brand's product, they once again came to Resource Label Group. This time, for both custom label design and printing.

### The challenge

The personal care brand, enlisting the help of our promotion management client, wanted to run an on-package promotion using an Instant Redeemable Coupon (IRC). Gaining in popularity for many brands, IRCs are attached to in-store products. The challenge? Most brands want as little graphic disruption as possible, and the product came in a small tube with limited branding real estate. Our client asked us to design and print an IRC label that both keeps that space visible and serves as a seamless extension of the product packaging.

### Finding a solution and delivering results

Due to the unique nature of the challenge, we designed and printed a custom label solution that used a tombstone shaped tube flag. Instead of taking the popular approach and placing the IRC on the tube's backing, we increased the product's visual height by adding the IRC to the top. What is normally an underused area of the product became a billboard that not only served a functional purpose but also seamlessly fit into the product design. The end result was an IRC label that differentiated the product on store shelves and supported our client's promotional strategy.

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## **TAKING AN INDOOR LABEL OUTSIDE — WITH AN INTERNATIONAL PARTNER**

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## Taking an indoor label outside — with an international partner

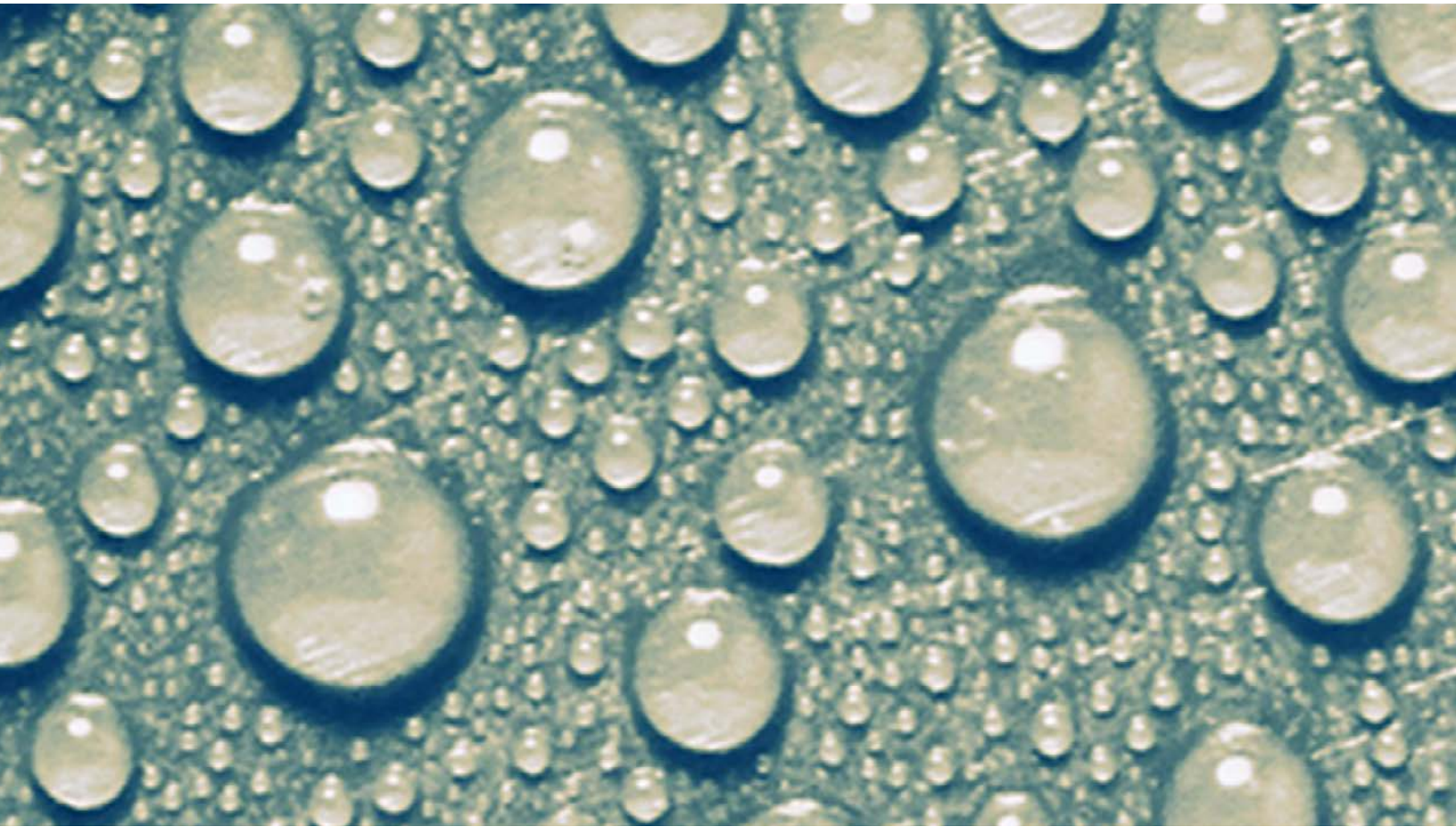
One of our repeat clients is a producer of popular lawn and garden products, including pesticides. With placement in many retail stores nationwide, their pesticides — like many other products — face a range of fluctuating requirements from distribution partners. Our client needed an updated label when some of their prominent retailers, including Wal-Mart and K-Mart, decided to move their products from indoor shelves to outdoor setups during spring and summer.

### The challenge

As with similar lawn and garden products, our client's pesticides are subject to rigorous regulatory requirements. Their product labels must include lengthy warning information and product-use guidelines — content that must always remain legible. To convey legally required information and preserve label space for branding, their products came with an attached paper booklet. When retailers moved the products from controlled store environments to the outdoors, our client's labels suddenly had to stand up to the elements — rain, damaging UV rays, wild temperature variations and more. The whole label, particularly the booklet, required weatherproofing.

## Finding a solution and delivering results

To ensure our client's labels lasted and looked good, our team created a synthetic booklet label to replace the paper booklet. But the trick was finding the right materials. After conducting a thorough search, our team found a solution that would not only stand up to the elements but also minimize costs and preserve the well-recognized label design. We sourced materials from a partner, allowing us to use the exact booklet label construction found on our client's pesticide products. They were able to meet retailer requirements without compromising their branding or budget.



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## **SIMPLIFYING COMPLEXITY AND MINIMIZING SKUS**

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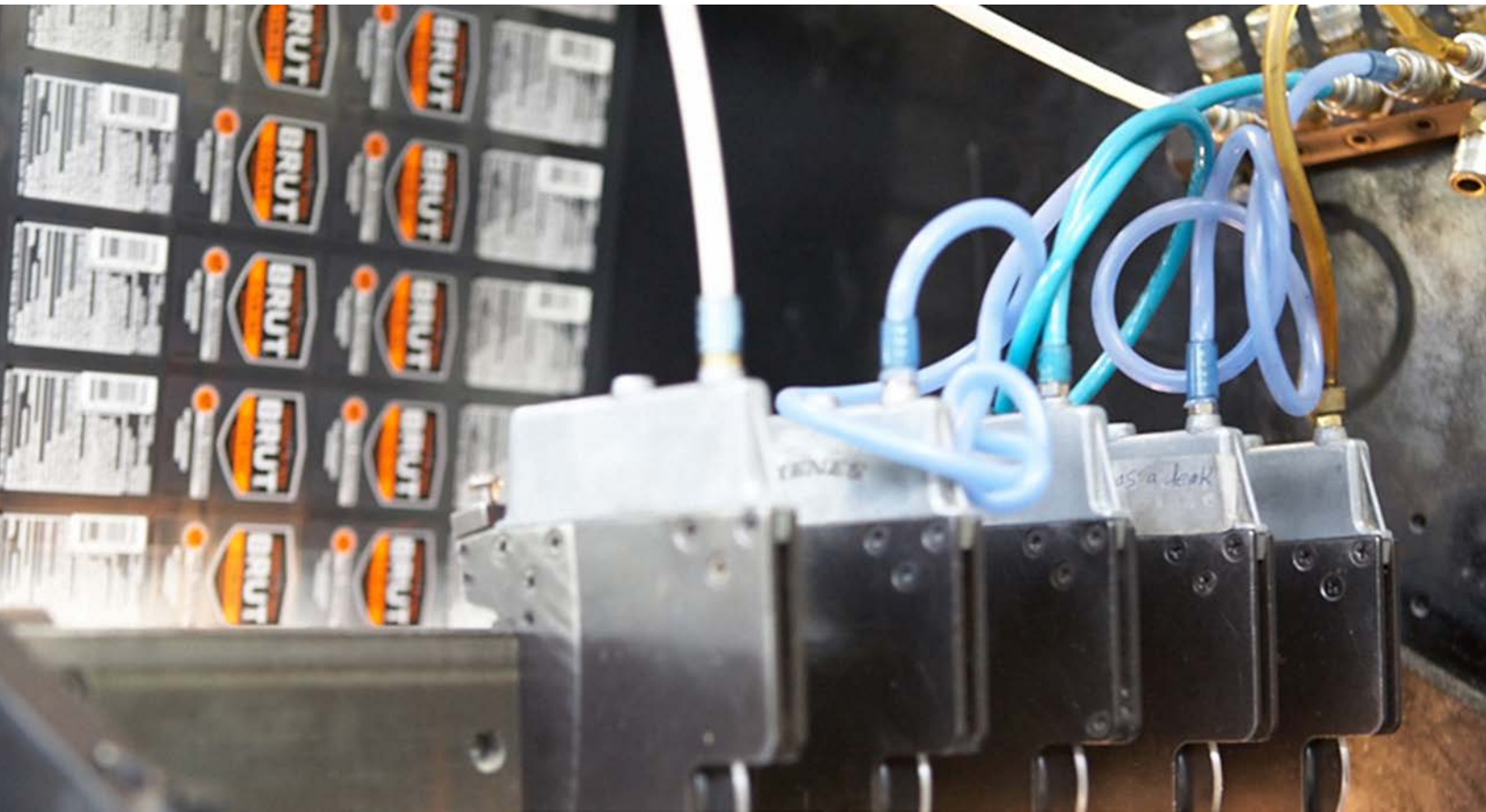


## Simplifying complexity and minimizing SKUs

We assisted a leading manufacturer of copper electrical building wire and cable for the commercial and retail construction markets. Their retail wire division sells to large retail outlets across the U.S. For more than 90 years, our client has developed recognition and trust by launching innovative products and providing dedicated service.

### The challenge

Our client's products are wound on spools, shrink-wrapped and labeled. Before coming to Resource Label Group, they were purchasing label wraps through a print broker who managed in-house inventory and performed a weekly check. With more than 250 different configurations — each requiring its own unique packaging — our client faced a major inventorying challenge. They had more than 70 SKUs over three sizes, and all had to carry a UL listed number supplied by the printer. The complexity of the printing process meant our client had untenably long lead-times when new UL numbers were needed. With the many product variations, they had many color schemes around their wires, causing branding inconsistency. Their products became obsolete too quickly. They needed a quality, UL Certified printer who could simplify their packaging. In spring of 2012, after preliminary meetings, they asked us to take on their label challenge.



## Finding a solution and delivering results

Our experienced design team and printing experts coordinated with our client to find a solution. We established a color standard for all wire products and created a custom thermal transfer printing solution that addressed all of their main concerns. Using our color-coding system, we allowed our client to easily print exactly what they needed. We condensed 70 SKUs down to 21 SKUs by creating flexographic printed shells and supplied them with two new thermal transfer printers to use in conjunction with the shells. All three main concerns were addressed, as the shells did not require a UL number. We established a pantone color standard for all items, and we eliminated obsolescence with the shells. We solved the many complexities our client faced. Let us do the same for you.

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## MORE ABOUT RESOURCE LABEL GROUP

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At Resource Label Group, we provide more than labels. We provide consultative label solutions for branding challenges, time crunches, budget constraints and the many complexities of label design and printing. It's our commitment. Our promise. We take on the most challenging orders and deliver a label that meets your every need. Solutions to help you differentiate your brand and reach your customer within your purchasing parameters.

You can [learn more about us here](http://www.resourcelabel.com/more-than-labels/)<sup>4</sup>. To request a solution for your label challenges, [click here](http://offers.resourcelabel.com/get-a-label-solution)<sup>5</sup> or call us at 1-800-253-9599 and talk with one of our label specialists today.

<sup>4</sup>: <http://www.resourcelabel.com/more-than-labels/>

<sup>5</sup>: <http://offers.resourcelabel.com/get-a-label-solution>